

B.Voc. (E-Commerce and Digital Marketing)

Introduction:

The term Electronic commerce or E-Commerce refers to the use of an electronic medium to carry out commercial transactions. E-Commerce stands for Electronic Commerce. It is the activity of buying and selling products or services online (over the internet).

E-Commerce consists of both technical and non-technical aspects. Non-technical aspects consist of things such as – inventory management, costing, retail management, billing, advertising, media management, branding, promotion etc. Technical aspects consist of things such as – website development, app development, graphic design, server configuration, software development/operation, CMS, payment gateway, safety and fraud detection, bug fixing, analytics, data collection etc.

Digital marketing for ecommerce businesses is extremely effective to catch attention and convert prospects to customers. With a combination of various tools and strategies, you can attract prospective customers. It includes E-mail Marketing, Facebook Marketing, Twitter Marketing, YouTube Marketing, Quora Marketing, PPC, AdSense Marketing, Mobile Marketing, etc. Digital Marketing deals with promoting/marketing products or services using digital technologies. It deals with marketing and promotion strategies that involve the internet, mobile phones, digital media etc.

Digital Marketing deals with aspects such as – SEO (Search Engine Optimization), SEM (Search Engine Marketing), SMM (Social Media Marketing), Data Analytics, Graphic Design, Web Development, CMS, E-Mail Marketing, Content Marketing etc.

It is evident from the above paragraphs that E-Commerce and Digital Marketing overlap each other. B.Voc. E-Commerce & Digital Marketing course will train the students in both these areas.

- One of the biggest **advantages** of pursuing B.Voc against common degree courses is that a candidate has multiple exit points during the programme and continued industry exposure.
- This means that if a candidate is unable to complete her B.Voc course, she has still **awarded a diploma** after successful completion of first year or advanced diploma after successful completion of second year. Apart from this, the work experience candidates gain during the course increases their chances of getting a job.

Course Name	Duration	Eligibility
B.Voc. (E-Commerce and Digital Marketing)	3 years	10+2 (Any stream)

❖ Faculty profile

Faculty Name	Qualification	Experience
Mrs. Parminder Kaur	MCA, M.Phil.	9 years
Dr. Sandeep Kaur	Ph.D., M.A.(English), NET	10 Years
Ms. Jaspreet Kaur	MCA	5 Years
Ms. Swarnjit Kaur	MCA, NET	2 Years
Ms. Amandeep Kaur	MCA, M.Tech. M.Phil	10 Years
Mrs. Pooja Bajaj	MCA, M.Phil.	12 Years
Ms. Navjot Kaur	M.A.	3 Years

Career Opportunities

1.Digital Marketing Manager or Digital Director:

The course in ecommerce and digital marketing enable the students to become The Digital Marketing Manager/Director, who looks after the overall marketing development, devise strategies that will drive more traffic, undertaking digital marketing campaigns, making improvements in website and regular updating.

2. SEO Executive/Expert

Students can also go for the job of SEO. SEO executives are responsible for getting traffic on the website and improving the Google rankings.

3. Content Writer

Content Writer is another job possibility. Responsibilities of a content marketer include creating content that has all the qualities of going viral, making sure that the content is promoted well.

Other Roles

There are many other roles or designations in Digital Marketing that depend upon the company and their requirements. Some of them are:

- i. Analytics Manager
- ii. CRM Manager
- iii. Email Marketing Manager
- iv. E-Commerce Manager
- v. Digital Agency Account Director
- vi. Digital marketing intern
- vii. Digital marketing executive
- viii. SEO Executive
- ix. Link Building specialist
- x. Social media specialist
- xi. Email marketing specialist
- xii. Web Analyst
- xiii. Online reputation executive
- xiv. Content marketing executive
- xv. Digital marketing strategist
- xvi. Digital marketing manager

Apart from above mentioned jobs, there are more specialized Online Business job roles to choose in digital marketing. These are mentioned below:-

1. Become a Professional Blogger:

Many digital marketing professionals choose full time blogging as their career choice. Bloggers can generate income with advertising & affiliate marketing strategies.

2. Earn with Affiliated Marketing

One can start his own blog/website/app in a specific niche

3. Start Freelancing Services:

Freelancing is the concept of offering services to clients on a part-time basis from home. Clients can be build globally by using online websites like fiverr.com, freelancer.com etc.

4. Own Venture:

As above described today's competitive environment everyone allocates a major budget towards the advertisement of their business or product but in the present day no one is investing on traditional methods of advertisements when whole strata of universe are shrinking to a so-called device called Mobile. So, there is great opportunity to start their own venture of Digital Marketing to earn at extreme.